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FOR **A** CTION

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FOR IMMEDIATE RELEASE
JULY 18, 1973

Informational Contacts:

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EVENT: Informational picket line announcing a "Selective Buying Campaign" directed at General Mills, Inc. and its subsidiaries (including Betty Crocker products, Gold Medal Flour, Parker Brothers Games, Kimberly Knitwear, Eddie Bauer Sportswear, etc.)

DATE AND TIME: SATURDAY, JULY 21, 1973
10:00 A.M. through 2:00 P.M.

PLACES: Supermarkets
Lucky's Market - Eddy and Laguna Streets
Mayfair Market - Geary and Webster Streets
Safeway Market - Duboce and Market Streets
Petrini Plaza - Masonic and Fulton Streets

SPONSORED BY: BLACK WOMEN ORGANIZED FOR ACTION, a group of Bay Area Black women working to develop a consciousness in the community of the need to participate fully in all aspects of the social, political and economic life of the Bay Area and of the need to work to provide equal access for Black people to the entire spectrum of the society's benefits.

ADDITIONAL NOTES: BWOA is conducting this informational picket line in support of a national selective buying campaign directed at General Mills Inc. and originally organized by the Minneapolis Chapter of the National Organization for Women and the St. Paul-Minneapolis Chapter of the Urban League. The campaign is to call attention to the poor employment pattern at General Mills for all women and for minority males and to persuade General Mills and its subsidiaries to develop and implement an affirmative action program to change that pattern of underutilization of the skills and talents of all women and minority males. The public's support is solicited.

Additional information and statistical data are available from the local contact persons and will be distributed at the sites of the informational picket lines.

- Oct. 1972 - NOW National Board adopts Selective Buying Campaign as a national action for all chapters.
- Nov. 1972 - Minneapolis Urban Coalition supports the Selective Buying Campaign despite the objections of its chairman, James Summers (also president of GMI). James Summers resigns from Minneapolis Urban Coalition.
- Dec. 1972 - Black employee, Al McFarlane - GMI Coordinator of Community Affairs, is fired for "preoccupation with Affirmative Action".
National Conference of Women's Equity Action League (WEAL) supports the Selective Buying Campaign.
St. Paul Urban Coalition and 21 other local and national organizations support the Selective Buying Campaign.
- Jan. 1973 - University of Minnesota Students Association (with 55,000 student members) supports the Selective Buying Campaign.
- Feb. 1973 - EEOC makes a finding of "probable cause" in discrimination complaint against GMI.

BLACK WOMEN ORGANIZED FOR ACTION (BWOA) SUPPORTS THE SELECTIVE BUYING CAMPAIGN AND URGES YOU TO NOTE THE PRODUCTS LISTED ON THE BACK OF THE "SUZY BAKER STORY" SO THAT YOU CAN DETERMINE HOW YOU CAN SUPPORT THE SELECTIVE BUYING CAMPAIGN.

"PUT YOUR MONEY WHERE YOUR PRINCIPLES ARE"